

# AUTO FINANCE ACCELERATE

AUTO FINANCE  
**SALES &  
MARKETING SUMMIT**

**MONDAY, MARCH 9**

**8:30 AM REGISTRATION OPENS**

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**8:30 AM - 9:30 AM NETWORKING BREAKFAST**

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**9:30 AM - 9:45 AM WELCOMING REMARKS**

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**9:45 AM - 10:15 AM SESSION ONE: FIRESIDE CHAT**

**Will Stacy, Chief Marketing Officer at GM Financial** will sit down for a “fireside chat” to discuss sales and marketing strategy in a changing, digital-first retail experience.

**10:15 AM - 11:00 AM SESSION TWO: PANEL- MARKETING YOUR DIRECT LENDING PLATFORM AS AN EXTENSION OF YOUR BRAND**

- Integrating direct lending ad campaigns to build trust and enhance brand recognition
- Creating a seamless cross-sell process
- Leveraging lending platforms to empower users

**Panelist:**

David Goff, Vice President, Marketing, Westlake Financial

Charles Fields-Martinez, Vice President Direct Auto Lending, Axos Bank

**11:00 AM - 11:30 AM MID-MORNING BREAK**

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**11:30 AM - 12:00 PM SESSION THREE: PRESENTATION - MARKETING TO NEW DEMOGRAPHICS**

- Identifying target demographics
- Choosing appropriate communication channels
- Creating a product set that serves your customer base

**Presenter:**

Daniel Chu, Chief Executive Officer, Tricolor Auto Group & Ganas Holdings

**12:00 PM - 1:30 PM NETWORKING LUNCHEON**

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**1:30 PM - 2:15 PM SESSION FOUR: ROUNDTABLE DISCUSSIONS - IDEAS FOR SUCCESSFUL SALES & MARKETING OPERATIONS**

In this session, lender roundtable leaders will facilitate discussion on Fundamentals of Marketing Planning and Strategies for Better Sales Management.

**2:15 PM - 2:45 PM SESSION FIVE: PRESENTATION - ANALYTICS-BASED MARKETING STRATEGIES**

- Measuring and analyzing performance to maximize marketing effectiveness
- Combining proprietary and third-party data

- Creating personalized offerings based on online activity

#### **2:45 PM - 3:15 PM AFTERNOON BREAK**

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#### **3:15 PM - 4:00 PM SESSION SIX: PANEL – HOW TO KEEP CUSTOMERS LOYAL**

- Developing direct mail, email and social campaigns to attract new customers
- Identifying consumer behavior patterns to maximize repeat business
- Managing — and strengthening — customer retention efforts

#### **4:00 PM - 4:30 PM SESSION SEVEN: PRESENTATION - CRAFTING A MARKETING MESSAGE THAT RESONATES**

- Critical elements for every ad campaign
- How to differentiate your offerings – and your message
- Alternative, outside-of-the-box marketing channels

#### **Presenter:**

Douglas Aguiar, Chief Marketing Officer, Golden 1 Credit Union

#### **4:30 PM - 6:00 PM ACCELERATE OPENING COCKTAIL RECEPTION**

The Accelerate Opening Cocktail Reception is open to all Accelerate participants who are registered for any of the events taking place during Accelerate.

#### **Sponsored By:**



**TUESDAY, MARCH 10**

**8:00 AM REGISTRATION OPENS**

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**8:00 AM - 9:00 AM NETWORKING BREAKFAST**

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**9:00 AM WELCOMING REMARKS**

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**9:15 AM - 10:00 AM SESSION EIGHT: PANEL - STANDING OUT FROM THE COMPETITION: PRESENTING YOUR VALUE PROPOSITION TO ATTRACT CUSTOMERS**

- Differentiating your product from competitors' similar brands
- Creating compelling stories to drive consumer preference
- Tackling the changing communication dynamic

**Panelist:**

Reggie Branch, Senior Vice President & Group Manager, BBVA

Ivan McBride, Vice President Automotive Lending Products & Sales, Pentagon Federal CU

**10:00 AM - 10:30 AM SESSION NINE: PRESENTATION - MAKING SUBSCRIPTION PRODUCTS WORK**

- How to make your brand a household name
- Finding customers outside the rideshare economy
- Leveraging lender and dealer partnerships

**Presenter:**

Brian Allan, Senior Vice President of Strategic Partnerships, HyreCar

## **10:30 AM - 10:45 AM MID-MORNING BREAK**

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## **10:45 AM - 11:15 AM SESSION TEN: PRESENTATION - NEW THINKING ON SOCIAL MEDIA MARKETING**

- Managing consumer expectations on social engagement
- Maintaining and strengthening brand reputation
- Choosing a platform to promote your corporate culture

## **11:15 AM ACCELERATE NETWORKING LUNCHEON**

The Accelerate Networking Luncheon is open to all Accelerate participants who are registered for any of the events taking place during the Accelerate week.



**TUESDAY, MARCH 10**

## **1:15 PM OPENING REMARKS**

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## **1:30 PM - 2:00 PM SESSION ONE: FIRESIDE CHAT**

**Vipin Gupta, Group Vice President & Chief Information Officer for Toyota Financial Services** will share insights and perspectives on key innovation trends and changes, in a dynamic one-on-one discussion.

## **2:00 PM - 2:45 PM SESSION TWO: PANEL - NEW INTERACTIONS IN PAYMENTS - VOICE, TEXT, IMAGE AND BEYOND**

- Should you implement a mobile-first, mobile-only strategy?
- Tips for app development and leveraging digital wallets
- Biometrics and new ideas for authentication

**Panelist:**

Kimberly Cockrell, Vice President, Service Operations, Toyota Financial Services

**2:45 PM - 3:15 PM AFTERNOON BREAK**

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**3:15 PM - 3:45 PM SESSION THREE: PRESENTATION - STREAMLINING LOAN SERVICING AND COLLECTION PRACTICES**

- Identifying customer contact preferences
- Payment strategies that yield stronger returns
- Remaining compliant with changing fintech regulations

**3:45 PM - 4:30 PM SESSION FOUR: PANEL- RESULTS-DRIVEN APPROACHES TO IMPROVE ORGANIZATIONAL EFFECTIVENESS**

- Identifying areas for innovation
- Aligning technology to enhance operations and improve customer experience
- Cultivating an entrepreneurial ethos across the business
- Utilizing KPIs to measure performance

**4:30 PM - 6:00 PM COCKTAIL RECEPTION & INNOVATION BAR**

Attendees are invited to ask fintech "geniuses" about all things innovation during our Innovation Bar. Just like in Apple stores, we make our geniuses available to address your fintech questions and curiosities -- all during a lively cocktail reception.

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**WEDNESDAY, MARCH 11**

**8:00 AM REGISTRATION OPENS**

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**8:00 AM - 9:00 AM NETWORKING BREAKFAST**

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**9:15 AM WELCOMING REMARKS**

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**9:30 AM - 10:00 AM SESSION FIVE: FIRESIDE CHAT**

A leading industry executive will share insights and perspectives on key innovation trends and changes, in a dynamic one-on-one discussion.

**10:00 AM - 10:30 AM SESSION SIX: PRESENTATION - A LOOK INSIDE AN INNOVATION LAB**

Exclusive details on a startup accelerator and how it's attempting to reinvent the industry.

**Presenter:**

Allen Atchley, Vice President of Strategy and Head of the VFS Innovation Lab, Volvo Financial Services

**10:30 AM - 11:00 AM MID-MORNING BREAK**

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**11:00 AM - 11:45 AM SESSION SEVEN: AUTO FINANCE DEMOvation SESSION ONE**

Demos of cool new technologies in auto finance and mobility.

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### **11:45 AM - 12:30 PM SESSION EIGHT: AUTO FINANCE DEMOvation SESSION TWO**

Demos of cool new technologies in auto finance and mobility.

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### **12:30 PM - 1:45 PM NETWORKING LUNCHEON**

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### **1:45 PM - 2:00 PM DEMOvation JUDGING - 2020 DEMOvation WINNER ANNOUNCED**

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### **2:00 PM - 2:30 PM SESSION NINE: PRESENTATION - MATCHMAKING 101: HOW TO CONSTRUCT AND MAINTAIN THE PERFECT FINTECH RELATIONSHIP**

- Finding practical long-term relationships
- Identifying partnerships that will diversify your product mix
- How to vet startups, build strong partners and leverage APIs

**Presenter:**

Rodrigo Suarez, Principal, INV Fintech

### **2:30 PM - 3:00 PM AFTERNOON BREAK**



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**3:00 PM - 3:30 PM SESSION TEN: PRESENTATION - HOW TO BOLSTER CUSTOMER ACQUISITION AND INCREASE CONVERSION RATES**

- Examining the realities of acquiring new customers
- Creating leverage for retail finance conversions
- Using online portals to improve communication with consumers and dealers

**Presenter:**

Jim Landy, GM Auto, Oportun

**3:30 PM - 4:15 SESSION ELEVEN: PANEL - THE ROAD AHEAD: DEVELOPING TOOLS THAT SCALE**

- Developing next-gen data infrastructure
- Establishing a product set that provides an omni-channel view
- A step-by-step guide for adopting -- and benefiting from -- the digital revolution

**Panelist:**

Mark Cromer, Senior Vice President & Chief Operations Technology Officer, Farm Bureau Bank

Martin Prescher, Founder and Managing Director - Consumer Lending Innovation Center, PwC

**4:15 PM ACCELERATE CONCLUDES**